

Adani sees 'Fortune' in TV ad

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AHMEDABAD, NOV. 29:

Fortune edible oil, the flagship brand of Adani Wilmar Ltd, on Monday said it has launched its latest, 75-second television commercial campaign, Har maa ke dil mein, seen as one of the longest TV advertisements.

The ad was developed by the Fortune's marketing team with Ogilvy and Mather, a company statement said.

Using an evergreen track of music maestro S.D. Burman from the 1960s to complement the mood, the commercial has been directed by Mr Manoj Pillai, and is produced by Thinkpot Productions, Mr Angshu Mallick, Chief Operating Officer, Adani Wilmar Ltd said.

Keywords: Fortune edible oil, Flagship brand, Adani Wilmar, 75-second, television campaign



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